

November
2014

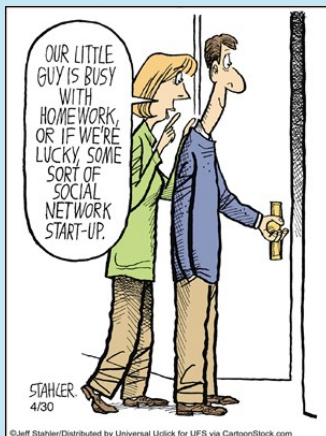
Technology Update

by B4 Networks

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

Inside This Issue...

Home Depot See's Huge Data...	Page 1
Two Basic Ways to Determine...	Page 2
Tek Tip Of The Month	Page 2
Pebble Steel	Page 2
Client Spotlight	Page 3
How Balloons Teach Teamwork	Page 3
Guest Article - Barn Movers	Page 3
Trivia Challenge	Page 4
The B4Networks Family	Page 4
Microsoft Windows Server 2003...	Page 4



Home Depot See's Huge Data Breach!

Home Depot announced recently that a security breach at its United States and Canadian stores over a six-month period may have leaked card information belonging to up to 56 million people.

If those figures can be confirmed, it would be one of the most damaging in a string of attacks that has targeted debit and credit card information in the past year. Other retailers have been feeling the sting of similar attacks. Target announced that during 2013, an attack may have compromised as many as 40 million cards. It was later revealed that in addition to card information, personal information was compromised for as many as an additional 70 million customers.

The Cost To Home Depot

Analysts believe that the total cost of the Home Depot breach, when it comes to a final accounting, could end up being several hundred million dollars. To add insult to injury, the Home Depot breach appears to have been facilitated by malware loaded on the retailer's POS systems.

Although the investigation is ongoing, analysts believe the attack can be traced back to cyber-criminals in Eastern Europe. The last few years have seen a surge in the number of cyber-attacks emanating from that region of the world. Global security strategists point out that hackers follow the money. Although they may not have access to sophisticated technology, they are very detail oriented and plan and execute attacks that can be devastating for businesses.

The Clean Up

Investigators reported that the custom-built malware that enabled the attack allowed it to evade detection once it had been implanted in the company's network. Home Depot has stated that the malware was removed from all of its systems and that the infected terminals have been removed. Home Depot initially reported that the data breach cost an estimated 62 million dollars. However, an exhaustive investigation will take months to complete and is likely to drive that cost estimate considerably higher. It could be years before the full impact on Home Depot's profitability is known.

"We apologize to our customers for the inconvenience and anxiety this has caused and want to reassure them that they will not be liable for fraudulent charges," Chief Executive Frank Blake said in a statement about the security breach.

How Safe Is Your Clients Information?

To help you find out we are offering a free network security assessment between now and November 30th to any Businesses who are currently receiving our Newsletter! Call us to book your audit: 905-346-4966



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"
Bryan Lachapelle,
B4 Networks Inc.

B4 Networks Inc.
1462 Pelham Street
Fonthill, Ontario, L0S 1E0
Tel: 905.346.4966

Get More Free Tips, Tools and Services At Our Web Site: www.b4networks.com

Two Basic Ways to Determine the Size of Your Market

Understanding the size of a potential market is all-important. If a market is too small, you can't make money, no matter how innovative your products or competitive the pricing. That's where a market analysis comes in. Here are two basic methods:

Top-down analysis: Determine the total size of the market and then estimate your share of that market. Here's how a typical top-down analysis might go: "Let's see. I will sell a widget everyone can use, and since there are at least 3 billion potential users, even if I only manage to land 1% of that market I'll sell 30 million apps!"

Sound optimistic? That's how a top-down analysis usually sounds; it's like the stereotypical "2% of a \$1 billion market is \$20 million!" sales forecast made in hundreds of pitch meetings every year.

Bottom-up analysis: Estimate potential sales to determine a total sales figure. A bottom-up analysis evaluates where products can be sold, the sales of comparable products and the portion of sales you can gain. While it takes a lot more effort, the result is usually much more accurate.

Here's a quick example. Say you just developed a new external hard drive and want to determine if there is a profitable market that will sustain a real business.

1. Where are hard drives pumps typically sold? You decide to focus on specialty computer stores, at least at first, since landing shelf space at Walmart isn't particularly likely.
2. How many specialty stores are in the US? You determine there are approximately 5,000 (a number we just made up).
3. How many of those stores will be willing to stock your drives? Talk to as many as you can to see if they would be willing to carry your product. If you talk to 100 and 30 claim they will, be conservative and cut that number in half. If 15% of stores actually carry your product, that's 750 stores.
4. How many drives does a shop sell over the course of a year? Say the stores average 200 total drives a year. Every shop carries a variety of drives, so assume you can sell 30 drives a year to each shop.

The final math is easy: 750 shops times 30 drives per shop equals 22,500 drives a year.

The key to sizing up your market is to stay objective and make an honest and unbiased evaluation of how viable your product or service will be. Always go into business with realistic expectations — that way the only surprises, at least where sales are concerned, will be pleasant ones.

Tek Tip of the Month

Want a little more automation in your life?

If you have a smartphone, chances are it has what's called an NFC chip in it. NFC stands for Near Field Communication, and it lets you do some pretty nifty things!

NFC Stickers are widely available for roughly \$0.80 per sticker, and are incredibly easy to program. You could stick one in your house, and when guests ask for your wifi password, all they have to do is tap their phone on the sticker. Put one on your desk at work, and when you tap your phone, it will put it on vibrate. Place one on your headboard and tap your phone to set an alarm in the morning. The possibilities are endless! (Note: NFC tags work with most newer phones. Android and iPhone have the greatest support for NFC tags).

You can order NFC stickers from the following site: <http://goo.gl/RBMzLK>



Alex Vandersteen
Network Administrator
MCP, MCTS

Shiny New Gadget Of The Month:

Pebble Steel



Pebble Steel does more than just tell the time — this smart watch displays e-mail, text messages, caller ID and other notifications from your favorite apps, reading them straight from your iPhone or Android phone. Pebble cleverly vibrates on your wrist to alert you of incoming calls, meeting reminders or approved notifications. Leave your phone in your pocket as you go about your day-to-day activities.

The long-lasting battery life and the easy-to-use design makes this watch both stylish and necessary in this day and age, and its e-Paper screen makes it easy to see in both direct sunlight and even underwater.

Pebble Steel is available on Amazon.com for \$149.99. With this gadget, whose battery can go for a week without charging, the integration of technology in your life will be smoother and much more hands-free

Client Spotlight

RiverBrink was originally the country home of London lawyer Samuel E. Weir Q.C. (1898-1981). Weir purchased the property overlooking the Niagara River in 1943 with the idea of starting a small dairy farm.



RIVERBRINK
ART MUSEUM

Kiss who used a variety of different woods, including maple, mahogany, oak, knotty pine and walnut, with clear pine and birch ceilings.

The project evolved into a country residence, the buildings designed by English-born architect Arthur E. Nutter (1874-1967), a family friend and the first architect to practice in London, Ontario. Weir contributed significantly to the design, requesting details such as a fall-out shelter in the basement and a self-contained apartment over the coach house. For the main building, Nutter adapted a Georgian style complete with mansard roof and gabled windows. The interior rooms retain their original wood paneling, installed by finish-carpenter Alexander

The home was completed in 1970 and converted into an art museum following Weir's death. In 1996, a large porch on the east side of the building was converted into additional exhibition space.

"I have built a foolish house on the Niagara River with the idea of leaving it for a museum, art gallery, library, etc., mainly Canadiana. I expect there will be no inheritance taxes. This is my idea of doing good in my life or at the end of my life ..." (Sam Weir, letter to Sammy Lee, St. Catharines, 1970).

Guest Article - by: Robert Stevenson Barn Movers

In 1981 Donna and Herman Ostry bought a farm in the small town of Bruno, Nebraska, about 60 miles outside of Omaha. The farm came with a big barn that had been built back in the 1920s and also had a nice little creek that flowed through their property. The creek was both a blessing and a problem for the Ostrys. It was great to have readily available water for their farm animals but it also flooded a lot during heavy rains. The barn floor seemed to always be wet and muddy, and then in 1988 they had a huge flood where the water rose about 30 inches up the side of the barn walls.

The Ostrys desperately needed to move the barn to higher ground, but the cost to contract with a company that has both the capability and equipment to move a barn of this size was prohibitive. One night, sitting around the dinner table, Herman Ostry commented that if he had enough people he could pick the barn up and move it to higher ground. Everyone laughed off the comment as silly ... everyone except his son Mike.

I wonder if "young" Mike knew that people scoffed at the idea of traveling 30 miles per hour on a railroad car. People actually thought that traveling that fast would stop the circulation of the blood. I wonder if "young" Mike knew that Eli Whitney was laughed at when he showed his first cotton gin, that Thomas Edison had to install his electric light free of charge in an office building before anyone would look at it or that Samuel Morse had to plead before 10 Congresses before they would even look at his telegraph (*which revolutionized communication*). Maybe "young" Mike just thought ... **WHY NOT** ... and then he set out to figure out a way to make his Dad's statement a reality.

Young, inexperienced, doesn't-know-any-better Mike did some calculations and

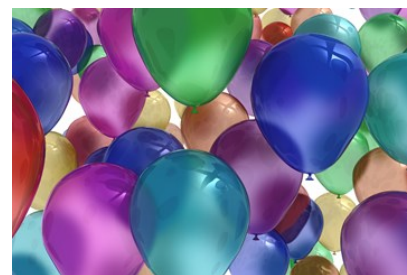
Figured out that the barn weighed about 17,000 pounds. He then figured out that he could design a steel grid system that he could place under the barn that would weigh another 3,000 pounds. So, the total weight that would need to be lifted was 10 tons. "Young" Mike figured if he could gather up about 350 people, they would all need to only be able to lift approximately 50 pounds each.

Mike presented his calculations to his dad, and they both thought it would work. Mike and his dad got a little lucky on the timing when they presented their idea to their small town. Nebraska was getting ready to celebrate its centennial, and the town of Bruno had put together a committee of townspeople to decide on different things to do for the celebration. Mike and his dad convinced the town to make the barn moving a part of the celebration. The word got out and over 4,000 people from 11 states witnessed the event.

A little before 11 a.m. on July 30th, 1988, in front of the local television cameras, 344 people moved the barn 143 feet up a gentle slope to its new foundation. **All in all**, it took 3 minutes to move the barn. So, the next time somebody hits you with an idea that you think is silly or maybe even impossible ... think again, and never discount the POWER of TEAMWORK.

Relive this idea again in your head. Someone in a meeting says, **"Let's move a 73,666-pound barn 143 feet up a slope, and do it in less than 3 minutes, using no machinery."** Now, that idea sounds pretty nuts, ridiculous, stupid, impossible and far-fetched to me. But a need, a desire, a creative mind, a well-designed plan and a giant team, **all working together**, made it happen.

The Lighter Side How Balloons Teach Teamwork



Once, in a seminar of about 50 people, the speaker decided to change his presentation to prove a point. He decided to do a group activity. He gave each person a balloon and asked them to write their names on it with a marker.

All the balloons were gathered up and put into a small room. The attendees were all let into the balloon-filled room and were asked to find the balloon with their own name on it within 5 minutes. As expected, everyone was frantically searching for their name, colliding with each other, pushing around others and creating utter chaos.

At the end of the 5 minutes, no one had found their own balloon.

The presenter then asked the attendees to randomly pick up one balloon and give it to the person whose name was written on it.

Within minutes, everyone had their own balloon.

"This is what is happening in our lives," the presenter explained. "Everyone is looking frantically for their own happiness, not knowing where it is."

Our happiness lies in the happiness of others. Give happiness to other people, and you shall find your own.

This is the purpose of human life.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Need Help Right Away? Call our team 24/7 at 905.346.4966.

TRIVIA

CHALLENGE

The Winner of last month's Trivia Challenge Quiz is **Jane Haun**
From C.M. Steele Insurance Brokers Ltd

This month's winner will receive a
\$50 Visa Gift Card

This month's trivia question is:

Which infamous criminal was born on the 12th of November 1934?

- a. Charles Manson
- b. Justin Bieber
- c. Al Capone
- d. Charles Arthur Floyd

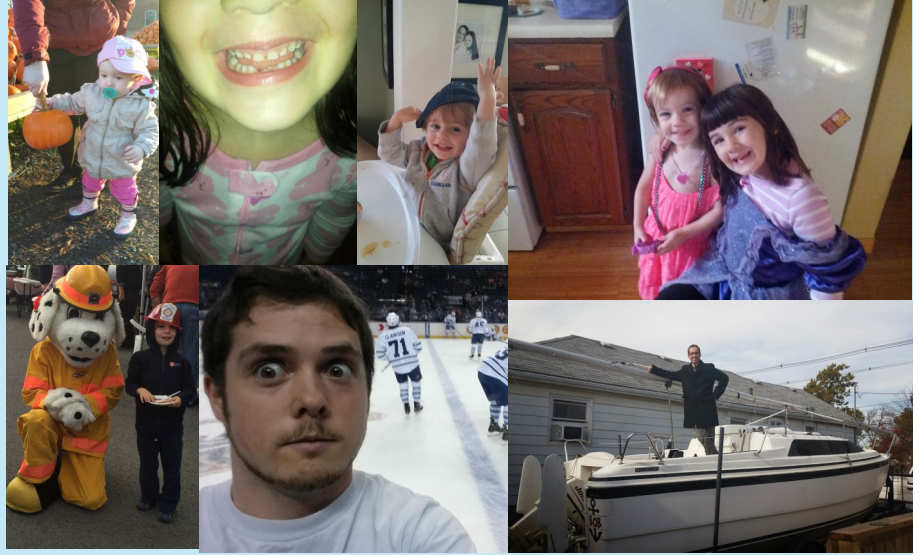
To enter email me your answer:
bryan@b4networks.ca or visit the site below

www.b4networks.ca/trivia

Submit your entry by the 25th of the month, and if your answers are correct, your name will be added to the draw for a \$50 Gift Card.

See website for full trivia rules

The B4 Networks Family



Top Left To Right: Sera's first pumpkin, Siena showing off her missing teeth, Aiden sporting a baseball cap, Keira and Siena busy being adorable.

Bottom Left To Right: Nate and his new firefighter friend, Doug in shock rink side at a Leafs game, Alex practicing his driveway boating skills!

Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber-security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released.** 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- **Loss of compliance.** Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- **Increased security risks.** Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.

Free Server 2003 Migration Plan Gets You Started

As your concerned local IT professional, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today.

Services We Offer

- General Computer / Network Repair and Troubleshooting
- Network Design & Implementation
- Backup and Business Continuity Solutions
- Anti Spam & Email Solutions
- Virus and Spyware Protection
- Network Security / Firewall Solutions
- Commercial Wireless Networking
- Fixed Cost Monthly Managed Services
- Remote Monitoring and Diagnostics, Troubleshooting and Repair
- Project Management
- Technology Consulting
- Hosted Exchange Service
- Cloud Services



b4 networks

1462 Pelham Street
Fonthill, Ontario, L0S 1E0
905-346-4966

www.b4networks.com

We Make Technology Work!